

ESTTA Tracking number: **ESTTA487667**

Filing date: **08/07/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91204192
Party	Defendant Performance Media Group, Inc.
Correspondence Address	LISA B. LANE FOX ROTHSCHILD LLP PO BOX 5231 PRINCETON, NJ 08543-5231  lenelson@rkmc.com
Submission	Withdrawal Of Application
Filer's Name	Lisa B. Lane
Filer's e-mail	llane@foxrothschild.com, dfowler@foxrothschild.com, ipdocket@foxrothschild.com
Signature	/Lisa B. Lane/
Date	08/07/2012
Attachments	T36342 US - TRAVALLIANCE - Express Withdrawal.pdf ( 1 page )(9590 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re        Application of Performance Media Group, Inc.  
              Trademark: TRAVALLIANCE  
              Serial No.: 85/235,454  
              Filing Date: February 7, 2011  
              Published: November 8, 2011

EXPRESS WITHDRAWAL OF APPLICATION

Applicant hereby expressly withdraws the above-referenced application.

Favorable action is respectfully solicited.

Respectfully submitted,

Dated: August 7, 2012

By: Lisa B. Lane  
Lisa B. Lane  
Fox Rothschild LLP  
P.O. Box 5231  
Princeton, NJ 08543-5231  
Telephone: 215.299.2900  
Facsimile: 609.896.1469  
Email: llane@foxrothschild.com

/dff